



WDAE-TV

## ORDER

七言律诗 1969.16 丁未腊月 1983.3

Flight Dates 10/16/12-10/29/12

 <b>NEWS</b>		<u>Order Sep</u>	00:15:00
<u>Contract / Revision</u>	<b>584018</b>	<u>Product</u>	<u>Estimate #</u> <b>2121</b>
<u>Original Date / Revision</u>		<u>IAFF (FIREFIGHTERS)</u>	<u>Alt Order #</u> <b>09845805</b>
10/24/12	10/24/12	<u>Agency Com</u> 15%	<u>Billing Type</u> <b>Cash</b>
		<u>Billing Contact</u>	<u>Order Type</u> <b>GENERAL</b>
<u>Advertiser</u>	<b>IAFF FirePAC 2012</b>	<u>Billing Cycle</u>	<b>EOM/EOC</b>
		<u>Billing Calendar</u>	<b>BROADCAST</b>
<u>Agency</u>	<b>Waterfront Strategies</b>	<u>Demographic</u>	<b>A35+</b>
<u>Buying Contact</u>		<u>Rev Codes</u>	<b>SP-POL ISS</b>
			<b>POL</b>
<u>Sales Office</u>	<b>DC-M</b>	<u>Product Codes</u>	<b>PL2C</b>
<u>Sales Region</u>	<b>NAT</b>	<u>Priority</u>	<b>DEFAULT</b>
<u>Agency Ref</u>		<u>Advertiser Ref</u>	
<b>1010 Wisconsin Avenue</b>			
<b>Suite 800</b>			
<b>Washington, DC 20007</b>			

### Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 51720

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	12930
KCWE	%	0
KMBC	25%	12930
KMCI	%	0
KPXE	%	0
KSHB	25%	12930
KSMO	%	0

### Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	18	\$10,990.50	\$12,930.00	0.60	10/01/12	10/28/12	18	\$10,990.50	\$12,930.00
<b>Totals</b>	<b>18</b>	<b>\$10,990.50</b>	<b>\$12,930.00</b>	<b>0.60</b>					



WDAF-TV

Print Date: 10/24/12

Page 2 of 3

<u>Contract / Revision</u>			684018	<u>Flight Dates</u> 10/16/12-10/29/12			<u>Hiatus Dates</u>								
<u>Original Date / Revision</u>			10/24/12	10/24/12			<u>Order Sep</u> 60:16:00								
<u>Advertiser</u> IAFF FirePAC 2012			<u>Product</u> IAFF (FIREFIGHTERS)			<u>Estimate #</u> 2121									
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
4	4	10/18/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---TF--	:30	1	\$500.00	1	0.00	NM	1	\$500.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/21/12	---	TF--		1				\$500.00		0.00			
5	4	10/18/12	10/19/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---TF--	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JUDGE JUDY/JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/21/12	---	TF--		1				\$375.00		0.00			
6	4	10/18/12	10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
FOX 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/21/12	---	TF--		1				\$1,440.00		0.00			
7	4	10/21/12	10/28/12	SU 1132-1232A Su 1132-1232a	CM-All	1132-1232a	-----S	:30	2	\$100.00	2	0.00	NM	4	\$400.00
BURN NOTICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/21/12	-----S			2				\$100.00		0.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12	-----S			2				\$100.00		0.00			
8	4	10/22/12	10/26/12	M-F 7-8a M-F 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	MTWTF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12	MTWTF--			1				\$825.00		0.00			
9	4	10/22/12	10/26/12	M-F 7-8a M-F 7-8a	CM-All	7-8a	MTWTF--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX 4 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12	MTWTF--			1				\$825.00		0.00			
10	4	10/22/12	10/26/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
FOX 4 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12	MTWTF--			1				\$600.00		0.00			
11	4	10/22/12	10/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	MTWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
FOX 4 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12	MTWTF--			1				\$600.00		0.00			
12	4	10/22/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	MTWTF--	:30	1	\$375.00	2	0.00	NM	1	\$375.00
JUDGE JUDY/JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12	MTWTF--			1				\$375.00		0.00			
13	4	10/22/12	10/26/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	MTWTF--	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
FOX 4 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12	MTWTF--			1				\$1,440.00		0.00			
E14	4	10/22/12	10/26/12	M-F 9-10p M-F 9-10p	CM-All	9-10p (9:00 PM-10:30 PM)	-T-F--	:30	2	\$1,600.00	1	0.00	NM	1	\$1,600.00



WADDELL

ECONOMIC INTEGRATION

中華書局影印

### Contract / Revision

534018

Flight Dates 10/16/12-10/29/12

### Hiatus Dates

**Original Date / Revision**

10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser IAFF FirePAC 2012

## **Product IAFF (FIREFIGHTERS)**

Estimate # 2121